GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:2786
ANSWERED ON:02.08.2017
Pan Masala Advertisements on TV
Rathwa Shri Ramsinh Patalyabhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government is aware of the fact that now a days each TV channel of the country is advertising Pan Masala with religious spirit and if so, the details thereof;

(b) whether the Government would consider imposition of ban on such advertisements and if not, the reasons therefor; and

(c) whether the Government has taken steps to deal with such advertisements and if so, the details thereof and if not, the reasons therefor?

Answer

MINISTER OF STATE IN THE MINISTRY OF INFORMATION & BROADCASTING [COL RAJYAVARDHAN RATHORE (Retd.)]

(a): Yes, Government is aware that TV channels are advertising Pan Masala which is not a banned product.
(b) & (c): Advertisements telecast on private TV channels are required to adhere to the advertising code prescribed in Rule 7 of the Cable Television Networks Rules, 1994. Rule 7(9) of the same provides that no advertisement which violates the code for self-regulation in advertising, as adopted by the Advertising Standards Council of India (ASCI), Mumbai for public exhibition in India, from time to time, shall be carried in the cable service. ASCI has informed that during the year 2015-2016 and 2016-17 it received 12 and 8 complaints respectively against advertisement of various Pan Masala brands, out of which 9 and 6 complaints were upheld by ASCI.

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